



## 2014 Campaign Highlights

|   |  |
|---|--|
| <b>Digital Media Initiative</b>   | <b>Search Engine Marketing</b> <ul style="list-style-type: none"> <li>• 10,780,053 impressions</li> <li>• 272,391 clicks</li> </ul> <b>Digital Display Advertising</b> <ul style="list-style-type: none"> <li>• 205,934,709 impressions</li> <li>• 333,886 clicks</li> </ul>                                       |
| <b>Web</b>  | <ul style="list-style-type: none"> <li>• Updated and redesigned the <i>Inside Knowledge</i> campaign Web site.</li> </ul>  |
| <b>Public Service Announcements</b>   | <ul style="list-style-type: none"> <li>• Re-released radio PSAs to 7,000 radio stations during National Gynecologic Cancer Awareness Month.</li> </ul>   |
| <b>Process Evaluation</b><br>PSA Audience Impressions and Donated Ad Value<br><br>Audience Impressions = the number of times a PSA is seen or heard                     | <b>Television</b> <ul style="list-style-type: none"> <li>• \$5,980,386 in donated ad value</li> <li>• 238,302,207 impressions</li> </ul> <b>Radio</b> <ul style="list-style-type: none"> <li>• \$594,329 in donated ad value</li> <li>• 35,066,100 impressions</li> </ul>  |
| <b>Cumulative Campaign Total (2010-2014)</b> <ul style="list-style-type: none"> <li>• \$136,274,881 in donated ad value</li> <li>• 3,279,657,113 impressions</li> </ul> |  |
| <b>Research</b>   | <ul style="list-style-type: none"> <li>• Published papers in the <i>Journal of Women's Health</i>, <i>Journal of Cancer Education</i>, and <i>Journal of American Medical Informatics Association</i>.</li> </ul>  |
| <b>Partner Outreach and Support</b>   | <ul style="list-style-type: none"> <li>• Ongoing partnership with the General Federation of Women's Clubs.</li> <li>• Worked with partners to gather real women survivor stories to include on the <i>Inside Knowledge</i> Web site.</li> <li>• Distributed gynecologic cancer materials and resources.</li> </ul> |

## Digital (Internet) Media Initiative

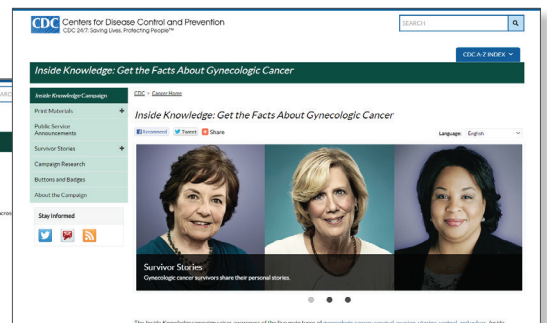
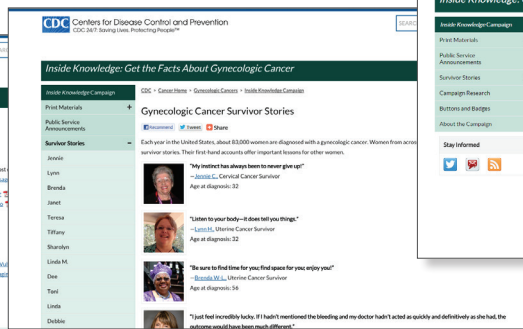
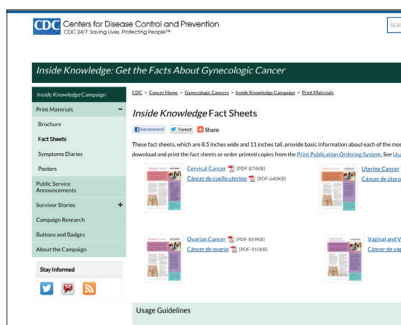
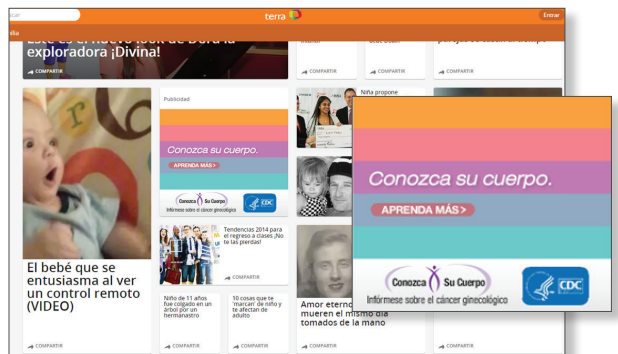
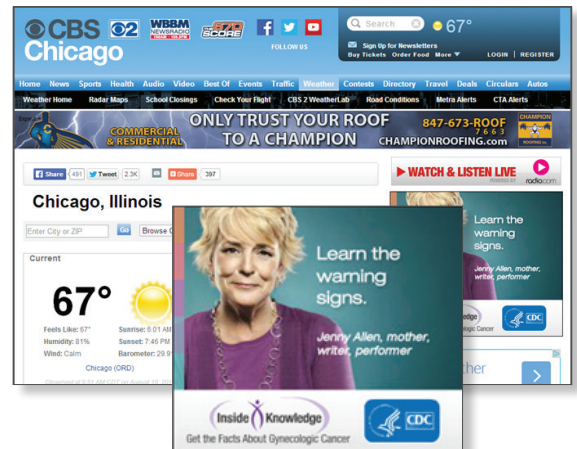
Leading up to National Gynecologic Cancer Awareness Month in September, *Inside Knowledge* conducted a digital media advertising initiative, including a mix of search engine marketing and digital display advertising.

**Search Engine Marketing (SEM).** SEM ran in English and Spanish from July through October 2014 and resumed in December 2014. This means that when users searched for gynecologic cancer terms, a relevant text ad sponsored by the *Inside Knowledge* campaign would appear in search results. Many of the lessons learned from 2012 and 2013 initiatives were applied here, making for a highly efficient project. In 2014, the English SEM initiative generated 208,731 clicks to the *Inside Knowledge* gynecologic cancer pages, and the Spanish SEM initiative generated 63,660 clicks. The click-through rate for English averaged 2.42% and the cost-per-click averaged \$0.66. The click-through rate for Spanish averaged 2.59% and the cost-per-click averaged \$0.45. As reference, government cost-per-click standard benchmarks for Google SEM range from \$2.00 to \$4.00 per click, and click-through rate standard benchmarks range from 0.4% to 3%.

**Digital Display Initiative.** A mix of desktop and mobile advertising—including banner advertising, interactive rich media ads, and video ads—ran on sites popular with women aged 35 and older, such as local CBS affiliates, Huffington Post, Skype, MSN Outlook, Marthastewart.com, and NBC. The display initiative, which began in August and ran through early October, generated 333,866 clicks to the *Inside Knowledge* Web pages.

**Inside Knowledge Campaign Web Pages.** In 2014, the *Inside Knowledge* Web pages were redesigned to be mobile-optimized and to make searching for campaign resources and materials more straightforward.

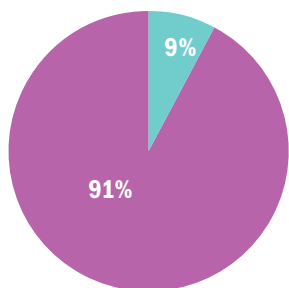
Traffic to the *Inside Knowledge* campaign Web site in August, September, and October, when the digital initiative was running, accounted for 86% of the year's *Inside Knowledge*-related Web traffic.



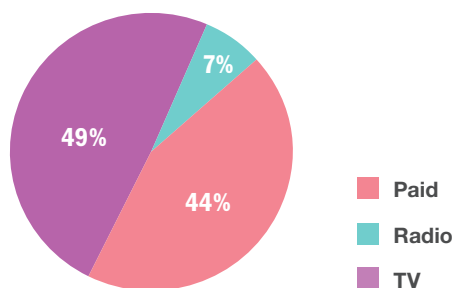
## Public Service Announcements (PSAs)

**Re-release of PSAs.** The *Inside Knowledge* campaign monitors radio and TV PSA placements. Placements for TV are consistent and strong—*Inside Knowledge* TV PSAs rank in the top 8% of the more than 1,400 PSA campaigns monitored by Nielsen. In August, *Inside Knowledge* radio PSAs were re-distributed to more than 9,000 English and Spanish radio stations. Through December 31, 2014, *Inside Knowledge* PSAs generated 3,279,657,113 audience impressions worth \$136,274,881 in equivalent ad value.

Percentage *Inside Knowledge*  
Ad Value by Media Type 2014



Percentage *Inside Knowledge*  
Impressions/Circulation by Media Type 2014



## Research

**Publications.** In 2014, the *Inside Knowledge* research team published a number of journal articles related to the campaign:

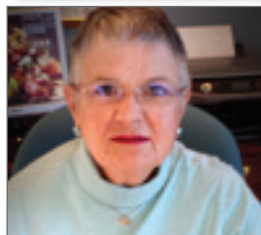
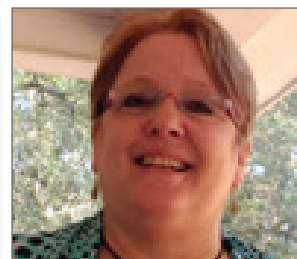
- Cooper CP, Gelb CA, Vaughn AN, Smuland J, Hughes AG, Hawkins NA. [Directing the public to evidence-based online content](#). *Journal of the American Medical Informatics Association* 2014.  
– This paper discusses the results of using search engine marketing to direct users to relevant, credible information provided by CDC.
- Cooper CP, Gelb CA, Chu J. What's the appeal? [Testing public service advertisements to raise awareness about gynecologic cancer](#). *Journal of Women's Health* 2014;23(6):488–492.  
– This paper provides an overview of the campaign's testing methods and results that guided the development of *Inside Knowledge* messages and PSAs.
- Cooper CP, Gelb CA, Rodriguez J, Hawkins NA. [Promoting gynecologic cancer awareness at a critical juncture—where women and providers meet](#). *Journal of Cancer Education* 2014;29(2):247–251.  
– This paper reports on healthcare providers' in-office use of CDC's gynecologic cancer awareness materials.

## Outreach

**Survivor Stories.** The *Inside Knowledge* campaign reached out to community partners to encourage women who are gynecologic cancer survivors to share their stories. Throughout the year, the campaign team interviewed survivors, worked with them to tell their stories, and prepared the stories for posting on the *Inside Knowledge* Web site.

### **General Federation of Women's Clubs (GFWC).**

*Inside Knowledge* continued its partnership with the GFWC, which began in 2012. GFWC is comprised of more than 100,000 members and more than 4,000 clubs in all 50 states and a dozen countries. Throughout the year, the *Inside Knowledge* campaign frequently assisted GFWC chapters by providing a variety of gynecologic cancer educational resources to help inform women in their own communities. With the campaign's support, clubs distributed materials at local and regional conferences to help raise awareness about gynecologic cancer.



**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention

[www.cdc.gov/cancer/knowledge](http://www.cdc.gov/cancer/knowledge)  
1-800-CDC-INFO